QUESTION: Where can you get detailed, accurate and unbiased data on insurance stocks—or company groups?

BEST'S DIGEST OF INSURANCE STOCKS

QUESTION: Where can you get a 10-year **per share** analysis of the finances and operations of 125 insurance companies?

BEST'S DIGEST OF INSURANCE STOCKS

QUESTION: What is the **one** reliable key to the real value of fire, casualty and life insurance company stocks?

BEST'S DIGEST OF INSURANCE STOCKS

Write for complete data or order your copy today—only $10.09 (including postage)—from

ALFRED M. BEST COMPANY, INC.
75 Fulton Street New York 38, N. Y.

Monarch Life
INSURANCE COMPANY
Springfield, Massachusetts
Established 1901
Non-Cancellable, Guaranteed Renewable
HEALTH & ACCIDENT
and all forms of
PARTICIPATING
LIFE INSURANCE

COMPLETE INDEX

LAST SIX MONTHS

EDITORIAL

Bouquet to Insurance Business ..... Jan. 9
Dividend and Related Actions ..... Jan. 10, Apr. 9
Editor's Corner ..... Apr. 3
Community Service ..... Nov. 9
Company Changes ..... Feb. 9
Life Insurance Stocks ..... Feb. 7
President's Health Plan ..... Mar. 13
Revision of Section 213 ..... Apr. 11
Social Security in the U. S. ..... Dec. 11

MANAGEMENT & GENERAL

A Basic Approach—*Dr. S. S. Huebner* ..... Apr. 15
Budget, The—*Herbert F. Walton* ..... Mar. 45
Claim Administration—*John G. Kelly* ..... Mar. 29
Coverage Trends—*J. F. Follmann, Jr.* ..... Dec. 21
Deductible Feature, The—*Brooks Chandler* ..... Mar. 63
Even Greater Heights—*Claude L. Benner* ..... Dec. 12
The Evolving Concept—*Stefan Hansen, F.S.A.* ..... Feb. 18
The Executives' Health—*Dr. Harry E. Ungerleider* ..... Apr. 33
Expanding Harvests—*S. S. Huebner* ..... Dec. 15
Financing of Old-Age Benefits—*Henry E. Blagden* ..... Jan. 13
Half Century, A—*Leroy A. Lincoln* ..... Nov. 11
Individual Catastrophic Coverage—*D. G. Stock* ..... Jan. 25
Investment Officer—*O. Kelley Anderson* ..... Feb. 11
Legal Spotlight—*O. D. Brundidge* ..... Apr. 29
The Mortgage Market—*Henry H. Edmiston* ..... Apr. 21
On The Right Track—*George W. Warnecke* ..... Mar. 25
Post Claim Underwriting—*D. B. Alport* ..... Apr. 93
Proper Balance, A—*A. P. Dowlen* ..... Nov. 21
Reader's Digest A & H Article ..... Nov. 14
Renewal Underwriting—*Fred W. Clark* ..... Nov. 25
The Spirit of Management—*William Breiby* ..... Apr. 25
Statement of Policy (NALU) ..... Nov. 41

OFFICE METHODS

Around the Office—*Guy Fergason* ..... Apr. 59
Attitude? Bah! Humbug—*Guy Fergason* ..... Dec. 41
Better Letters—*R. H. Morris* ..... Dec. 47
Booklets ..... Apr. 52
Changing Equipment—*Joseph M. Jacobs* ..... Nov. 58
Christmas Legends ..... Dec. 37
Data Handling—*Burtt A. Dutcher* ..... Mar. 37
Executive Education—*Ingolf H. E. Otto* ..... Jan. 57
"Horse and Buggy" Letters ..... Apr. 55
How to Analyze Duties—*Guy Fergason* ..... Feb. 25
Lines of Communication—*Guy Fergason* ..... Nov. 56
Mechanized Data Processing—*Martin Goland* ..... Jan. 66, Feb. 29
Modern Aids to Office Efficiency ..... Mar. 36
New Lease Plan ..... Nov. 65
Office Equipment Directory ..... Mar. 49
Progressive Agency, A—*Paul W. Raeske* ..... Nov. 53
Responsibility Accounting—*Irving L. Wood* ..... Apr. 63
Ten Steps in an Analysis—*Guy Fergason* ..... Jan. 60
Work Distribution—*Guy Fergason* ..... Mar. 41
Work Simplification—*W. Carl Johnson* ..... Dec. 52

SALES & SALES MANAGEMENT

A Complete Program—*James C. McFarland* ..... Jan. 21
Agency Building—*L. M. Huppeler* ..... Nov. 29
Agency Morale—*Judd C. Benson* ..... Dec. 25
Association Group Plans—*Edward Mack, Jr.* ..... Dec. 55
Building A Sales Organization—*Harold I. Weir* ..... Apr. 39
Business Builders—*M. H. Blackburn, C.P.C.U.* ..... Apr. 99
C.L.U. Questions & Answers—*American College*
Part E—Life Underwriting (Comprehensive) ..... Nov. 33, Dec. 87, Apr. 84
Part E—Life Underwriting (Comprehensive) ..... Nov. 33, Dec. 87
Part A—Life Insurance Fundamentals ..... Mar. 93
Golden Triangle, The—*Ben F. Hadley* ..... Dec. 31
The Investment Aspect—*M. Albert Linton* ..... Mar. 15
Manpower—*Charles Schaaff* ..... Mar. 21
Mass. Selling—*J. F. Follmann, Jr.* ..... Feb. 15
Recruiting to Your Markets—*C. Clark Gearhart* ..... Nov. 18
Why Agents Become Ex-Agents—*Robert McKee Smith* ..... Apr. 100

QUESTION: Where can you get detailed, accurate and unbiased data on insurance stocks—or company groups?

BEST'S DIGEST OF INSURANCE STOCKS

QUESTION: Where can you get a 10-year **per share** analysis of the finances and operations of 125 insurance companies?

BEST'S DIGEST OF INSURANCE STOCKS

QUESTION: What is the **one** reliable key to the real value of fire, casualty and life insurance company stocks?

BEST'S DIGEST OF INSURANCE STOCKS

Write for complete data or order your copy today—only $10.09 (including postage)—from

ALFRED M. BEST COMPANY, INC.
75 Fulton Street New York 38, N. Y.

Monarch Life
INSURANCE COMPANY
Springfield, Massachusetts
Established 1901
Non-Cancellable, Guaranteed Renewable
HEALTH & ACCIDENT
and all forms of
PARTICIPATING
LIFE INSURANCE

COMPLETE INDEX

LAST SIX MONTHS

EDITORIAL

Bouquet to Insurance Business ..... Jan. 9
Dividend and Related Actions ..... Jan. 10, Apr. 9
Editor's Corner ..... Apr. 3
Community Service ..... Nov. 9
Company Changes ..... Feb. 9
Life Insurance Stocks ..... Feb. 7
President's Health Plan ..... Mar. 13
Revision of Section 213 ..... Apr. 11
Social Security in the U. S. ..... Dec. 11

MANAGEMENT & GENERAL

A Basic Approach—*Dr. S. S. Huebner* ..... Apr. 15
Budget, The—*Herbert F. Walton* ..... Mar. 45
Claim Administration—*John G. Kelly* ..... Mar. 29
Coverage Trends—*J. F. Follmann, Jr.* ..... Dec. 21
Deductible Feature, The—*Brooks Chandler* ..... Mar. 63
Even Greater Heights—*Claude L. Benner* ..... Dec. 12
The Evolving Concept—*Stefan Hansen, F.S.A.* ..... Feb. 18
The Executives' Health—*Dr. Harry E. Ungerleider* ..... Apr. 33
Expanding Harvests—*S. S. Huebner* ..... Dec. 15
Financing of Old-Age Benefits—*Henry E. Blagden* ..... Jan. 13
Half Century, A—*Leroy A. Lincoln* ..... Nov. 11
Individual Catastrophic Coverage—*D. G. Stock* ..... Jan. 25
Investment Officer—*O. Kelley Anderson* ..... Feb. 11
Legal Spotlight—*O. D. Brundidge* ..... Apr. 29
The Mortgage Market—*Henry H. Edmiston* ..... Apr. 21
On The Right Track—*George W. Warnecke* ..... Mar. 25
Post Claim Underwriting—*D. B. Alport* ..... Apr. 93
Proper Balance, A—*A. P. Dowlen* ..... Nov. 21
Reader's Digest A & H Article ..... Nov. 14
Renewal Underwriting—*Fred W. Clark* ..... Nov. 25
The Spirit of Management—*William Breiby* ..... Apr. 25
Statement of Policy (NALU) ..... Nov. 41

OFFICE METHODS

Around the Office—*Guy Fergason* ..... Apr. 59
Attitude? Bah! Humbug—*Guy Fergason* ..... Dec. 41
Better Letters—*R. H. Morris* ..... Dec. 47
Booklets ..... Apr. 52
Changing Equipment—*Joseph M. Jacobs* ..... Nov. 58
Christmas Legends ..... Dec. 37
Data Handling—*Burtt A. Dutcher* ..... Mar. 37
Executive Education—*Ingolf H. E. Otto* ..... Jan. 57
"Horse and Buggy" Letters ..... Apr. 55
How to Analyze Duties—*Guy Fergason* ..... Feb. 25
Lines of Communication—*Guy Fergason* ..... Nov. 56
Mechanized Data Processing—*Martin Goland* ..... Jan. 66, Feb. 29
Modern Aids to Office Efficiency ..... Mar. 36
New Lease Plan ..... Nov. 65
Office Equipment Directory ..... Mar. 49
Progressive Agency, A—*Paul W. Raeske* ..... Nov. 53
Responsibility Accounting—*Irving L. Wood* ..... Apr. 63
Ten Steps in an Analysis—*Guy Fergason* ..... Jan. 60
Work Distribution—*Guy Fergason* ..... Mar. 41
Work Simplification—*W. Carl Johnson* ..... Dec. 52

SALES & SALES MANAGEMENT

A Complete Program—*James C. McFarland* ..... Jan. 21
Agency Building—*L. M. Huppeler* ..... Nov. 29
Agency Morale—*Judd C. Benson* ..... Dec. 25
Association Group Plans—*Edward Mack, Jr.* ..... Dec. 55
Building A Sales Organization—*Harold I. Weir* ..... Apr. 39
Business Builders—*M. H. Blackburn, C.P.C.U.* ..... Apr. 99
C.L.U. Questions & Answers—*American College*
Part E—Life Underwriting (Comprehensive) ..... Nov. 33, Dec. 87, Apr. 84
Part E—Life Underwriting (Comprehensive) ..... Nov. 33, Dec. 87
Part A—Life Insurance Fundamentals ..... Mar. 93
Golden Triangle, The—*Ben F. Hadley* ..... Dec. 31
The Investment Aspect—*M. Albert Linton* ..... Mar. 15
Manpower—*Charles Schaaff* ..... Mar. 21
Mass. Selling—*J. F. Follmann, Jr.* ..... Feb. 15
Recruiting to Your Markets—*C. Clark Gearhart* ..... Nov. 18
Why Agents Become Ex-Agents—*Robert McKee Smith* ..... Apr. 100

MISCELLANEOUS

Accident and Health Developments ....Apr. 93
Company Developments ....Apr. 5
Conventions Ahead ....Apr. 12
Home Office and Field Appointments ....Apr. 81
Insurance Stock Quotations ....Apr. 5
Life Sales ....Apr. 4
Miscellany ....Mar. 78
New Publications ....Mar. 70
Policy Changes ....Apr. 110
Reports on Companies ....Apr. 103

COMPANY REPORTS—(From September 1953)

Acacia Mutual, Washington, D. C.
(President Celebrates 60th Anniversary) Feb. 67
Aetna Life, Hartford
(Dividend Scale Continued) ....Dec. 77
(Interest on Dividends and Proceeds Cont'd.) ....Dec. 77
(Writes Vermont State Group) ....Jan. 71
(Officers Promoted) ....Apr. 103
Alinco Life, South Bend
(New Company) ....Oct. 91
American Bankers, Waco
(New Vice President) ....Nov. 95
American Country Life, Houston
(New Company) ....Nov. 95
(Control of South Coast Purchased) Dec. 77
(Merges and Changes Title) ....Jan. 71
American Independence Life, Houston
(Offers Additional Capital Stock) Nov. 95
American Life, Wilmington
(New President Appointed) ....Feb. 67
Bankers Life & Casualty, Chicago
(New Vice-President ....Dec. 77
(Forms Special Division) ....Feb. 67
Bankers Life, Lincoln
(Executive Promotions) ....Apr. 103
Beacon Life, Oklahoma City
(New Company) ....Nov. 95
Benefit Association of Railway Employees, Chicago
(Elects President) ....Oct. 91
(Expansion Program) ....Mar. 103
Berkshire Life, Pittsfield
(New President and Board Chairman) Mar. 103
Boston Mutual, Boston
(President Dies) ....Dec. 77
(Elects President) ....Jan. 71
(New Board Chairman) ....Apr. 103
Business Men's Assurance, Kansas City
(Officers Elected) ....Mar. 103
Calhoun Life, Columbia
(New Company) ....Apr. 103
California Life, Oakland
(Increases Capital) ....Jan. 71
California-Western States, Sacramento
(Increases Capital) ....Oct. 91
(Sale Opposed) ....Apr. 103
Canada Life, Toronto
(Promotions) ....Feb. 67
Capital National, Houston
(New Company) ....Jan. 72
Central American, Lubbock
(Reinsured, See Citizens Security) Jan. 72
Central Life, Des Moines
(Lays Cornerstone for New H.O. Bldg.) Dec. 77
Central Standard Life, Chicago
(Promotion) ....Oct. 91
Citizens Security, Lubbock
(Reinsures Central American) ....Jan. 72
Citizens Standard, Corpus Christi
(New Company) ....Jan. 72
Coastal States Life, Atlanta
(New Vice-President) ....Oct. 91
Colonial Life, East Orange
(Vice-President Appointed to State Commission) ....Dec. 77
(Declares Dividend) ....Jan. 73
(Stock Dividend Declared) ....Apr. 103
Columbia General Life, Houston
(New Company) ....Apr. 104
Connecticut General, Hartford
(Liberalizes Aviation Coverage on Disability) ....Dec. 78
(Extends Accrued Benefits Period) Dec. 78
(Executive Promotions) ....Apr. 104
Connecticut Mutual, Hartford
(Liberalizes Military Risk Underwriting) ....Sept. 103
(Continues 1953 Dividend Scale) ..Dec. 78
(Continues 1953 Interest on Accumulations) ....Dec. 78
(Elects Vice-Presidents) ....Dec. 78
(Staff Promotions) ....Feb. 67
Connecticut Savings Banks, Hartford
(New Issuer) ....Sept. 103
Continental American Life, Wilmington
(Home Office Promotion) ....Oct. 91
(Increases Dividend Scale for 1954) Dec. 78
Continental Assurance, Chicago
(Enters South Carolina) ....Sept. 103
(Elects Officers) ....Apr. 104
Crown Life, Toronto
(Hill Appointed Vice President) ..Jan. 73
(Appointments) ....Mar. 103
Detroit Mutual, Detroit
(Converted to Legal Reserve) ....Feb. 67
Durham Life, Raleigh
(Official Changes) ....Apr. 104
Equitable Society, New York
(Parkinson to Retire) ....Dec. 79
(Directors Elected) ....Jan. 73
(Hogg Joins Society) ....Mar. 103
Excelsior Life, Toronto
(New General Manager) ....Oct. 91
Farmers & Traders Life, Syracuse
(Plans to Mutualize) ....Nov. 95
Federal Life, Chicago
(Officers Elected) ....Sept. 103
(Elects Director and Vice-President) Dec. 79
Federal Life & Casualty, Battle Creek
(New Directors Elected) ....Apr. 104
Fidelity Bankers Life, Richmond
(New Company) ....Jan. 73
Fidelity Mutual Life, Philadelphia
(Elects New Actuary) ....Apr. 104
First American Life, Houston
(Elects Vice President) ....Jan. 74
Franklin Life, Springfield
(Enters New Jersey) ....Nov. 95
Frontier Life, Dallas
(New Company) ....Jan. 74
General American, St. Louis
(New Board Chairman) ....Mar. 103
Gibraltar Life, Dallas
(Executive Promotions) ....Apr. 104
Great Charter, Arlington
(New Company) ....Jan. 74
Great Southern Life, Houston
(Revises Military Underwriting)..Nov. 96
(Increases Capital Stock) ....Jan. 74
(New Officers) ....Apr. 105
Great-West Life, Winnipeg
(New Benefits for Agents) ....Mar. 103
Guarantee Mutual Life, Omaha
(Executive Promotions) ....Apr. 105
Guardian Life, New York
(Executive Promotions) ....Nov. 96
(Home Office Promotions) ....Feb. 68
(Hearing Held) ....Apr. 105
Home Life, New York
(Elects Vice-Presidents) ....Feb. 68
Imperial Life, Toronto
(New Officers Elected) ....Nov. 96
International Service Life, Fort Worth
(New Company) ....Jan. 75
(Elects New Officers) ....Feb. 68
International Workers Order, New York
(Reinsurance Considered) ....Feb. 68
Jefferson National Life, Indianapolis
Jefferson Standard, Greensboro
(Continues 4% to Policyholders & Beneficiaries) ....Dec. 80
John Hancock Mutual, Boston
(Revises War Risk Underwriting) Sept. 103
(New Vice-Presidents) ....Mar. 104
Kansas City Life, Kansas City
(Reaches Billion in Force) ....Oct. 91
Kentucky Home Mutual, Louisville
(Elects New President) ....Feb. 68
Lafayette Life, Lafayette
(Passes $100,000,000 Mark) ....Sept. 104
Liberty Life, Greenville
(To Build New Home Office) ....Jan. 75
(Construction on H. O. Started)..Apr. 105
Life & Casualty, Nashville
(To Construct a TV Station) ....Oct. 92
Life of Georgia, Atlanta
(New General Counsel) ....Mar. 104
Lincoln Income Life, Louisville
(New Home Office) ....Sept. 104
Lincoln National Life, Fort Wayne
(Declares Extra Dividend) ....Nov. 96
(Stockholders Dividend) ....Feb. 69
(Elects New President) ....Mar. 104
(Executive Promotions) ....Apr. 106
The Maccabees, Detroit
(New Secretary-Treasurer) ....Jan. 75
Manhattan Life, New York
(War Hazard Underwriting) ....Nov. 97
Massachusetts Mutual, Springfield
(New Vice-President) ....Sept. 105
(Revises Dividend Scale on Current Issues) ....Dec. 80
(Continues Dividend Scale on Prior Issues) ....Dec. 80
(Officers Promoted) ....Jan. 75
(Executive Promotions) ....Mar. 105
Mercantile Security Life, Dallas
(New Company) ....Oct. 92
Metropolitan Life, New York
(To Build New H.O. Additions) ..Jan. 76
(Vice-Presidents Appointed) ....Feb. 69
(Releases Annual Statement) ....Apr. 106
Michigan Life, Detroit
(Over $100,000,000 in Force) ....Sept. 105
Midland Mutual Life, Columbus
(Elects President) ....Mar. 105
Ministers Life & Casualty, Minneapolis
(Tripp Named President) ....Mar. 105
Minnesota Mutual Life, St. Paul
(Plans New H.O. Building) ....Sept. 105
Modern Woodmen of America, Rock Island
(New Investment Manager) ....Jan. 76
(Elects New President) ....Apr. 106
Mutual Benefit Life, Newark
(Licensed in New Mexico) ....Sept. 106
(New Officers Elected) ....Mar. 105
(To Move Farm Investment Dept.) Apr. 106
Mutual Life of New York
(New Employee Benefit Plan) ..Sept. 106
National Bankers Life, Dallas
(Elects Vice-Presidents) ....Jan. 77
National Life, Montpelier
(New Agency Vice-President) ..Apr. 106
National Life & Accident, Nashville
(Elects Vice-President) ....Jan. 76
(Stock Dividend Declared) ....Apr. 106
National Life & Casualty, Phoenix
(Calif. Suit Pending) ....Sept. 107
National Old Line, Little Rock
(Elects Officers) ....Nov. 97
New England Mutual, Boston
(Liberalizes Dividend Scale) ....Dec. 80
(Continues Interest on Accumulations) Dec. 80
New World Life, Seattle
(Special Meeting of Stockholders) Oct. 92
New York Life, New York
(New Divisions) ....Nov. 97
(Elects New Pres. and Promotes Officers) ....Feb. 69
Nippon Life, Osaka
(1953 Annual Report) ....Feb. 70
North American Life, Chicago
(Promotes Officers) ....Apr. 107
North American Reassurance, New York
(New Medical Director) ....Dec. 81
(New President) ....Mar. 105
North Central Life, St. Paul
(Hurlburt Named Vice-President) Sept. 108
(New Vice President) ....Nov. 97
Northwestern Mutual, Milwaukee
(Regroups Officers' Duties) ....Sept. 108
Northwestern National, Minneapolis
(Deposit Fund Agreement) ....Nov. 98
Occidental Life, Los Angeles
(New Group Division) ....Dec. 81
(New Actuary) ....Feb. 70
Ohio State Life, Columbus
(Jones New President) ....Apr. 107
Oil Industries Life, Houston
(New Company) ....Apr. 107
Pacific Mutual, Los Angeles
(Re-Enters Hawaii) ....Dec. 81
(Offer Refused) ....Apr. 107
Patriot Life, New York
(Elects Vice-President) ....Mar. 106
Peninsular Life, Jacksonville
(New Home Office) ....Sept. 108
(New Executive Vice-President) .Mar. 106
Pennsylvania Life, Health & Accident, Philadelphia
(Increases Capital) ....Mar. 106
Philadelphia Life, Philadelphia
(Stock Dividend) ....Feb. 70
(Special Cash Dividend) ....Apr. 107
Pilgrim Life, Indianapolis
(New Company) ....Oct. 93
Postal Life, New York
(New 5-Year Renewable & Convertible Term) ....Dec. 81
Poulsen Insurance, Chicago
(New Company) ....Dec. 82
Provident Life, Bismarck
(New President) ....Mar. 106
Provident Mutual Life, Philadelphia
(West Promoted) ....Apr. 107
Prudence Life, Chicago
(Now Legal Reserve) ....Apr. 108
Prudential, Newark
(Appoints Public Relations Officer) Oct. 93
(D'Olier Dies) ....Jan. 77
(Elects New Officers) ....Mar. 106
(New Union Contract) ....Apr. 108
Savings Bank Life, New York
(New Agency Bank) ....Mar. 106
Security Life & Accident, Denver
(F. Burr Betts New President) ..Feb. 70
(Elects New President) ....Mar. 107

Security Mutual, Binghamton
(New Administrative V. P.) ....Apr. 108
Security Standard, Dallas
(New Company) .....Jan. 77
South African Mutual, Cape Town
(Annual Report) .....Feb. 71
South Coast Life, Beaumont
(Control Purchased) .....Jan. 77
Southland Life, Dallas
(Constructing Large Development) Feb. 71
(Appoints New Vice-President) ..Apr. 108
State Life, Indianapolis
(New Elections) .....Mar. 107
State Mutual Life, Worcester
(Enters A. & H. Field) .....Dec. 82
(To Build New Home Office) .....Feb. 71
Teachers Ins. & Annuity, New York
($3,750,000 Grant) .....Jan. 77
The Travelers, Hartford
(Reduces Premium Rates) .....Dec. 82
Union Bankers Life, Dallas
(New Company) .....Jan. 78
Union Labor Life, New York
(Writes Group Policy) .....Dec. 83
(Promotions) .....Feb. 72
(New Vice President) .....Mar. 107
Union Mutual Life, Portland
(Elects Three) .....Dec. 83
(New Agency Vice-President) ...Apr. 109
United Services Life, Washington
(Elects New Officers) .....Apr. 108
United States Government, Washington
(Dividends) .....Jan. 78
United States Life, New York
(Head Elected Actuary) .....Jan. 78
Vulcan Life & Accident, Birmingham
(Appoints New Medical Director) Dec. 83
Washington Life, Lafayette
(Converted to Stock Basis) .....Feb. 72
West Coast Life, San Francisco
(Declares Stock Dividend) .....Oct. 93
(Executive Promotions) .....Apr. 109
Western States Life, Phoenix
(New Company) .....Dec. 83
World Insurance, Omaha
(A. & H. Charges) .....Oct. 93
(Correction Notice) .....Mar. 107

LIST OF ADVERTISERS

In This Issue

Acacia Mutual Life, Washington, D. C. 49
Aigner Company, G. J., Chicago, Ill. 62
American National, Galveston, Texas 44
American Reserve Life, Omaha, Neb. 76
Amicable Life, Waco, Texas 72
Art Metal Construction Co., Jamestown, N. Y. 53
Atlantic Life, Richmond, Va. .....Inside Front Cover
Atlas Life, Tulsa, Okla. 109

Baltimore Life, Baltimore, Md. 24
Bankers Life, Des Moines, Iowa 45
Bankers National Life, Montclair, N. J. 35
Bankers Union Life, Denver, Colorado 107
Beneficial Life, Salt Lake City, Utah 26
Berkshire Life, Pittsfield, Mass. 88
Borchardt & Co., Alvin, Detroit, Mich. 83
Bowles, Andrews & Towne, Richmond, Va. 83
Bruce & Associates, Harley N., Chicago, Ill. 83
Business Men's Assurance, Kansas City, Mo. 80

Campbell, Jr., Donald F., Chicago, Ill. 83
Central Life, Des Moines, Iowa 96
Central Standard Life, Chicago, Ill. 38
Chamber of Commerce, Daytona Beach, Fla. 12
Coates, Herfurth & England, San Francisco, Cal. 83
Columbus Mutual Life, Columbus, Ohio 98
Connecticut General Life, Hartford, Conn. 23
Continental Assurance, Chicago, Ill. 37
Crown Life, Toronto, Canada 73

Dawson & Son, Inc., Miles M., Springdale, Conn. 83
De Soto Hotel, St. Louis, Mo. 105

Eastman Kodak Co. (Verifax Div.), Rochester, N. Y. 64
Edgewater Beach Hotel, Chicago, Ill. 106
Equitable Life Insurance, Des Moines, Iowa 87
Esterbrook Pen Company, Camden, N. J. 61

Farmers & Bankers Life, Wichita, Kansas 41
Fidelity Mutual Life, Philadelphia, Pa. 40
First Boston Corp., The, New York, N. Y. 42
Franklin Life, Springfield, Ill. 91

Gabriel, A. G., Detroit, Mich. 83
Gorey Co., Walter C., San Francisco, Cal. 4
Great Southern Life, Houston, Texas 86
Groves, W. E., New Orleans, La. 83
Guarantee Mutual Life, Omaha, Neb. 74

Haight, Davis & Haight, Inc., Indianapolis, Ind. 83

International Business Machines Corp., New York, N. Y. 65

Jefferson Standard Life, Greensboro, N. C. 78
John Hancock Mutual Life, Boston, Mass. 115

Lenox Hotel, Chicago, Ill. 40
Liberty Life, Greenville, S. C. 17
Liberty National Life, Birmingham, Ala. 108
Life of Georgia, Atlanta, Ga. 6
Life of Virginia, Richmond, Va. 31

Manhattan Life, New York, N. Y. 43
Massachusetts Indemnity, Boston, Mass. 32
Massachusetts Mutual Life, Springfield, Mass. 19
Metropolitan Life, New York, N. Y. 28
Midland Mutual, Columbus, Ohio 27
Minnesota Mutal Life, St. Paul, Minn. 71
Monarch Life, Springfield, Mass. 112
Monumental Life, Baltimore, Md. 72

National Life & Accident, Nashville, Tenn. 111
National Life, Montpelier, Vt. 20
National Old Line, Little Rock, Ark. 78
National Reserve Life, Topeka, Kansas 70
Nelson and Warren, St. Louis, Mo. 83
Northwestern Mutual Life, Milwaukee, Wis. .....Back Cover

Occidental Life, Los Angeles, Cal. 92
Ohio National Life, Cincinnati, Ohio 22
Old Republic Credit Life, Chicago, Ill. 90

Pacific Mutual Life, Los Angeles, Cal. 5
Paul Revere Life, Worcester, Mass. 16
Penn Mutual Life, Philadelphia, Pa. 8
Peoples Life, Frankfort, Ind. 94
Provident Mutual Life, Philadelphia, Pa. 13

Recordak (Eastman Kodak Company), Rochester, N. Y. 57
Recordak-Verifax (Eastman Kodak Company), Rochester, N. Y. 60
Royal Typewriter Co., New York, N. Y. 58

Shenandoah Life, Roanoke, Va. 4
Sheridan & Co., L. J., Chicago, Ill. 75
Southland Life, Dallas, Texas 77
Speakman, Frank M., Philadelphia, Pa. 83
State Life, Indianapolis, Ind. 94
Statler Hotel, New York, N. Y. 95
Sun Life, Montreal, Canada 104

Tiffany & Co., Carl A., Chicago, Ill. 83
Travelers Insurance, Hartford, Conn. 14
Tressel & Associates, Harry S., Chicago, Ill. 83

United Benefit Life, Omaha, Neb. 34
United Life & Accident, Concord, N. H. 111
United Services Life, Washington, D. C. 70
United States Life, New York, N. Y. 85

Weekly Underwriter, New York, N. Y. 50
West Coast Life, San Francisco, Cal. 18
Wisconsin National Life, Oshkosh, Wis. 97
Wolfe, Corcoran & Linder, New York, N. Y. 83
Woodward and Fondiller, Inc., New York, N. Y. .....76 & 83
Woodward, Ryan, Sharp & Davis, New York, N. Y. 83

"The above discriminating list of clients recognize that an advertisement in BEST'S INSURANCE NEWS is a mark of distinction as only those insurance companies which receive our recommendation are permitted to advertise in its columns."

BEST'S INSURANCE NEWS

The National Magazine of Insurance

78
78
83
72
93
109
83
93
107

108
6
31
43
32
19
28
27
71
112
72
111
20
78
70
83
Cover
92
22
90
5
16
8
94
13
57
60
58
4
75
77
83
94
95
104
83
14
83
34
111
70
85
50
18
97
83
76 & 83
83

News